

Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Paul Krutko

SUBJECT: See below

DATE: March 11, 2005

Approved

Kay Wines

Date

3/11/05

SUBJECT: Various actions related to the Earthquakes and sports facilities in San Jose

RECOMMENDATION

- (a) Approval to co-sponsor with the Sports Authority, a pre-season rally on March 31, 2005 to kick off the new soccer season;
- (b) Adoption of a resolution of support for efforts to keep the Earthquakes in San Jose;
- (c) Direction to staff to collaborate with other South Bay cities on potential strategies to keep the Earthquakes located in the area;
- (d) Direction to staff to pursue a joint planning effort with San José State University in the South Campus and its immediate environs with goal of creating a multi-purpose housing and recreation district.

BACKGROUND

At the Rules Committee Meeting of March 2, 2005, the Rules Committee referred the above recommendations to the Council for action. Please find attached the two referrals authored by Vice-Mayor Chavez and Councilmember Reed.

ANALYSIS

City staff led by City Manager Del Borgsdorf has been engaged in a collaborative process with the leadership of San Jose State University led by Acting President Don Kassing to identify a series of joint initiatives that will provide mutual benefit to the City and the University. This work builds on the successful collaborative model that resulted in the joint City-University Martin King Jr. Library project. This effort was identified as one of the 15 strategic initiatives identified in the Economic Development Strategy adopted by City Council following the Getting Families Back to Work Study Sessions in August 2003; #3 under the Creative Community Theme – “Develop Strategic Partnerships with San Jose State and Other Universities to Drive Innovation and Economic Impact.”

A draft work plan for a joint planning process to create a dynamic, multi-purpose recreation and housing district in the South Campus and immediate environs has been developed and will be discussed at the next joint meeting of the City Administration and San Jose State University senior staff that is to be held Friday, March 18, 2005.

Honorable Mayor and City Council

March 11, 2005

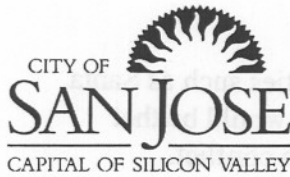
Subject:

Page 2 of 2

A handwritten signature in dark ink, appearing to read "Paul Krutko", with a stylized flourish at the end.

PAUL KRUTKO

Director, Office of Economic Development



Memorandum

TO: RULES COMMITTEE

FROM: Councilmember Cindy Chavez

SUBJECT: Agenda Request re Multi Purpose Recreation/Sports Facilities Planning with SJSU

DATE: March 2, 2005

APPROVED:

DATE:

Mar 2, 2005

RECOMMENDATION:

Direct Staff to:

- Pursue a joint planning effort with San Jose State University in the South Campus with the goal of creating a multi-purpose recreation facilities;
- Reach out to other south bay cities such as Santa Clara regarding potential collaborative strategies to keep the Earthquakes located in the area, and;

Request representatives from San Jose State University and the City of San Jose to inform AEG, the parent company to the San Jose Earthquakes, of the joint planning efforts.

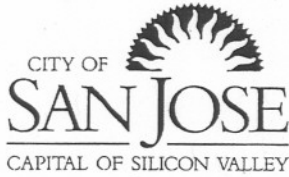
BACKGROUND:

As the City and other south bay stakeholders examine opportunities to support the Earthquakes and the development of a stadium, efforts need to shift from "contemplated" to "action items."

SJSU recognizes the challenges it faces as it relates to providing adequate field space for its various programs, and also understands that demands will only increase with the opening of the Student Village and the growing number of students on campus. Recognizing the potential partnership with City adjacent city facilities, SJSU staff and City staff have discussed the potential for such a master planning effort over the past couple of years.

In light of the demand faced by both groups for improved facilities – ranging from new sports fields to a new stadium – the time is right to pursue this wonderful opportunity.

With this in mind, staff should pursue a joint master plan process for the South Campus area that examines site layout, facility development and potential financing mechanisms. The goal of this effort would be to create a dynamic, multi-purpose recreation district in the South Campus/Municipal Stadium/Logitech Ice area that serves a variety of customers – SJSU intramural activities, collegiate athletics, neighborhood resident recreation (inc. students), youth leagues, and professional athletics.



Memorandum

TO: Rules Committee
SUBJECT: Agenda Request

FROM: Chuck Reed
DATE: February 23, 2005

Request:

Agendize for Council discussion and action the following items.

- a. Status report on discussions of opportunities for supporting the development of a soccer stadium to help keep the Earthquakes in San Jose.
- b. Co-sponsorship of a rally on March 31, 2005 to help kick off the new soccer season.
- c. Adoption of a resolution of support for the efforts to the keep the Earthquakes in San Jose.

Background:

The new soccer season starts April 2, 2005. Whether or not it is the last season the Earthquakes will play in San Jose may depend on events beyond our control, but a demonstration of continued public support will be essential to success.

Chuck Reed
Councilmember

cc: Lee Price, City Clerk